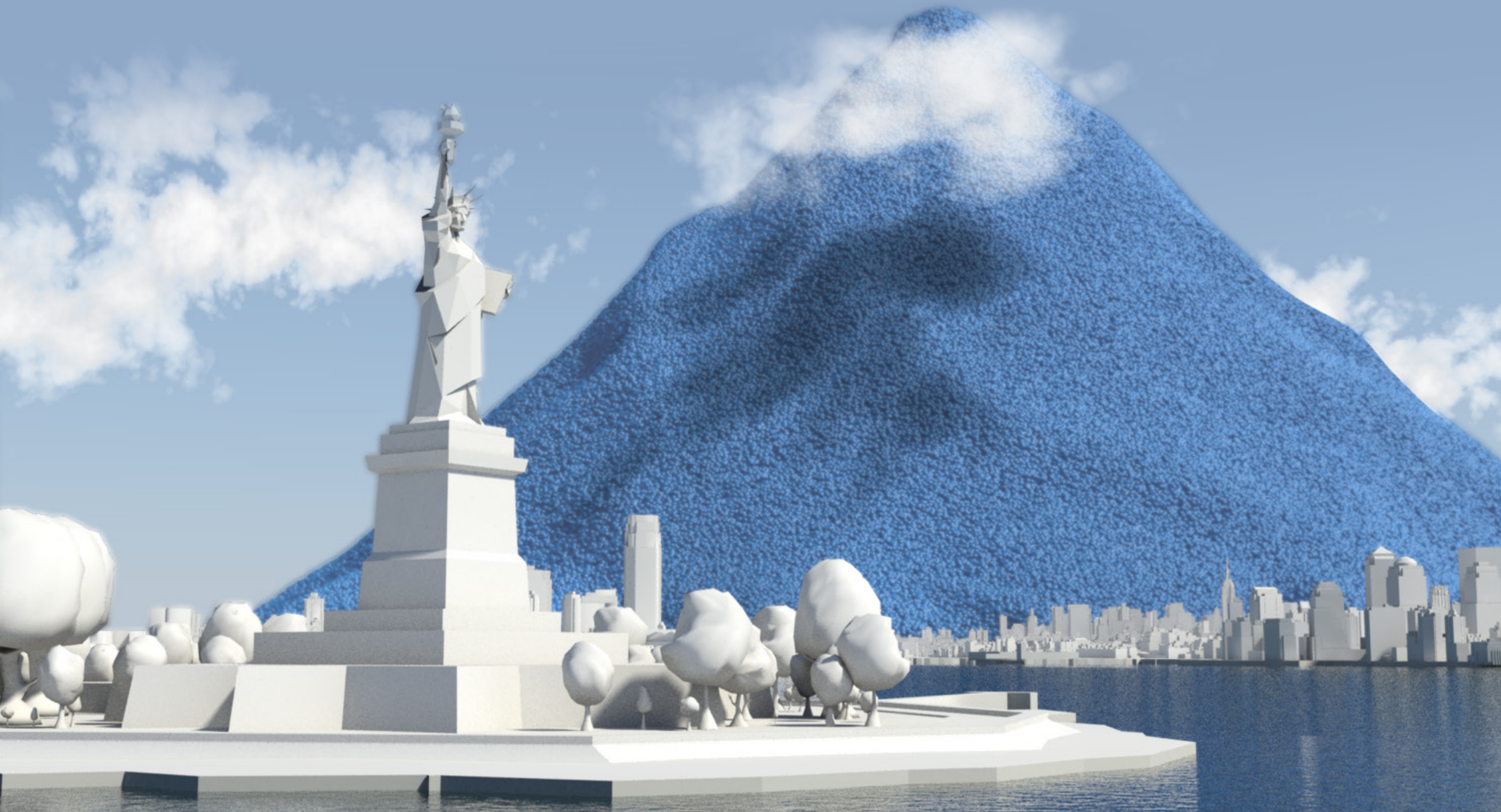


BRINGING DATA TO LIFE



Our world is awash with data. Designers are always discovering new ways to show what it means in pictures. However, as data visualisation expands, how do we know when images are fit for purpose?

At Real World Visuals we rethink design conventions to create images and animations to reach that special audience – those who don't know they need to know.

The films have been invaluable in helping establish the Bristol Waste brand and our company objectives. The visuals have allowed us to present a complex dataset to a wide audience in an intelligible, striking and immediately engaging way.

-Eric Wlnbolt, Digital, Bristol Waste

Image overleaf: A pile of one metric ton bubbles representing humanity's daily carbon dioxide emissions.

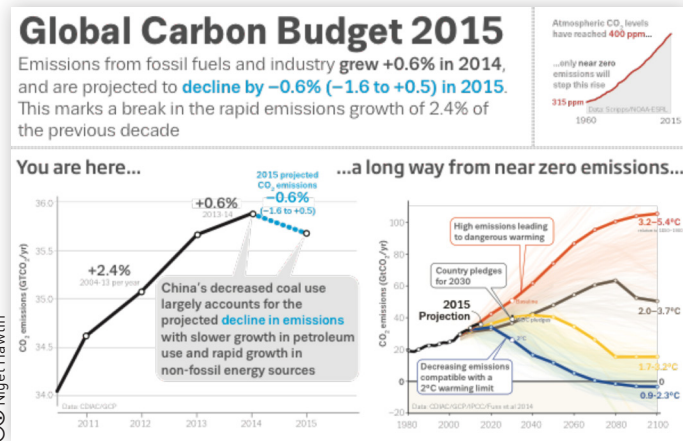


Extract from film showing amount of litter collected from Bristol's streets every year.

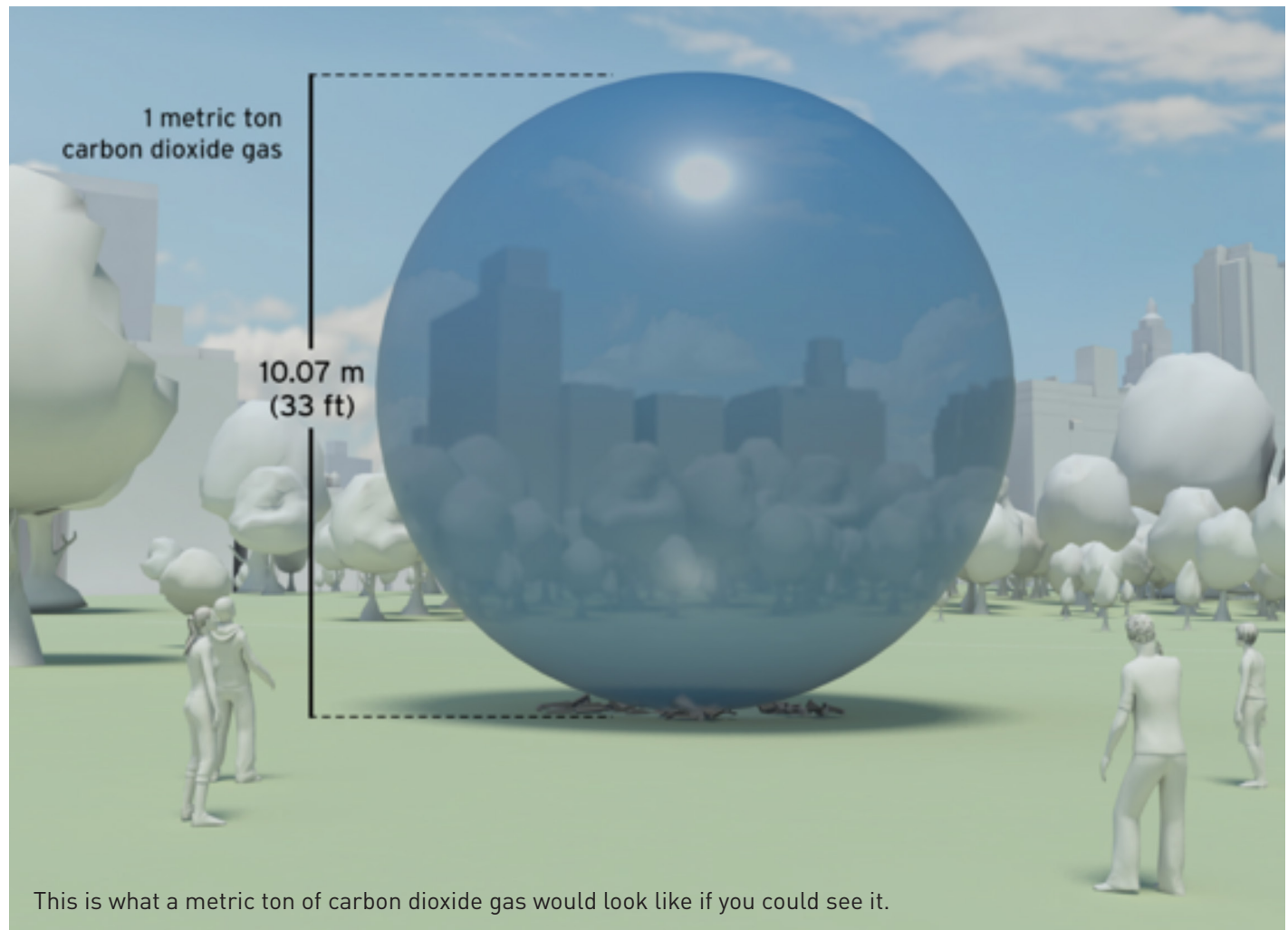
PUSH OR PULL

Our approach to data visualisation, developed over many projects, begins with two types of audiences. The “pull” audience are already interested. They have their own questions, understand the quantities depicted, are used to abstraction. For them, a pull visualisation will serve: They will pull the answers they want out of the data.

It might look like the one below.

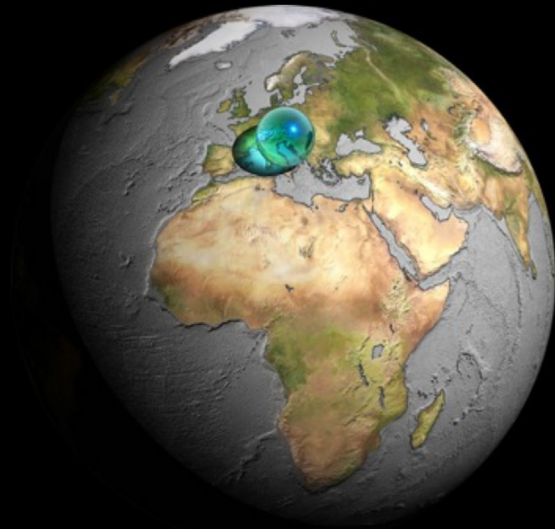


Infographic by Nigel Hawtin, which succinctly sums up the conclusions of the Global Carbon Project's carbon budget for 2016. This works well for people who bring their own question to the data.



That style is no use to the “push” audience. They don’t come to the data with questions. They often find it hard to grasp the reality of the numbers. Show them abstract graphics, and that’s probably all they’ll see. They need a push visualisation. They usually get a bad pull visualisation instead.

They will understand much better with a concrete visualisation. Something like the above.



There are 1.4087 billion cubic kilometres of water on Earth

Concrete visualisations start with actual stuff. They encode less data – perhaps only a single number – but need less skill to appreciate. They have visual appeal, because they draw on our wider experience of the world, as creatures who live in human space and time, and know how objects behave.

This is what push audiences need to catch their interest. That is the vital first step on a journey of engagement that may lead to them becoming fully-informed, and joining the pull audience. This is where many campaigns, agenda-setting moves, and explanatory efforts about environmental issues have to begin.



There are 5,140 trillion tonnes of air in the atmosphere



Still from a film showing the volume of natural resources used to generate a dollar in industrialised and developing countries in the Asia-Pacific region.

We were shown different techniques to visualize data in a way that can resonate on a meaningful human level, while still giving us creative space for collaboration. We had a lot of fun with the team and it's been a really wonderful partnership.

- Janet Salem, UNEP, Bangkok

DATA-VIZ PRINCIPLES

- Use the world itself as part of its own explanation.
- Provoke questions that induce the audience to engage with the data.
- Help people to see themselves in statistics
- Keep it real.

Real World Visuals is a data visualisation business specialising in turning data into meaningful imagery, provocative animations and playful interactive tools that help everyone make sense of twenty-first century environmental issues.

Get in touch if you think we can help with your particular communications challenge.